

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Appln. No.: 10/800,812  
Applicant: Josep Lluís de la Rosa  
Filed: March 15, 2004  
Title: METHOD FOR TARGETING PRODUCTS AND SERVICES TO CONSUMERS (As Amended)  
TC/A.U.: 2168  
Examiner: Aaron J. Sanders  
Confirmation No.: 1617  
Docket No.: TJA-100US

**RESPONSE TO NOTICE OF NON-COMPLIANT AMENDMENT (37 CFR 1.121)**

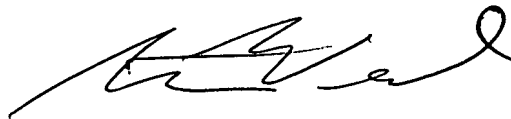
Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Notice of Non-Compliant Amendment dated March 23, 2007, applicants respectfully request that the attached drawing sheet labeled "NEW SHEET" be entered and considered in the above-identified application.

Respectfully submitted,

RatnerPrestia



Jacques L. Etkowicz, Reg. No. 41,738  
Stephen J. Weed, Reg. No. 45,202  
Attorneys for Applicant

SJW/kpc

Attachments: Figure 1 (1 sheet)  
Copy of Notice

Dated: April 2, 2007

P.O. Box 980  
Valley Forge, PA 19482  
(610) 407-0700

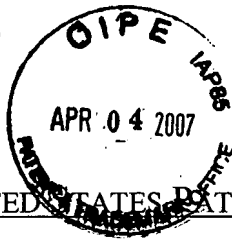
The Director is hereby authorized to charge or credit Deposit Account No. **18-0350** for any additional fees, or any underpayment or credit for overpayment in connection herewith.

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on April 2, 2007.

  
Kathleen P. Carney

JLB/SJW/KPC

TJA-100US



UNITED STATES PATENT AND TRADEMARK OFFICE

Resp Due (info) 4-23-07

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RatnerPrestia

Paper No.

Application No.:	10/800,812	Date Mailed:	03/23/2007
First Named Inventor:	de la Rosa, Josep Lluís,	Examiner:	SANDERS, AARON J
Attorney Docket No.:	TJA-100US	Art Unit:	2168
Confirmation No.:	1617	Filing Date:	03/15/2004

Please find attached an Office communication concerning this application or proceeding.

Commissioner for Patents

**Notice of Non-Compliant Amendment**  
**(37 CFR 1.121)**

APR 04 2007

Application No.  
10/800,812

Applicant(s)  
DE LA ROSA, JOSEP LLUIS

Art Unit  
2800

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

The amendment document filed on 09 March, 2007 is considered non-compliant because it has failed to meet the requirements of 37 CFR 1.121 or 1.4. In order for the amendment document to be compliant, correction of the following item(s) is required.

THE FOLLOWING MARKED (X) ITEM(S) CAUSE THE AMENDMENT DOCUMENT TO BE NON-COMPLIANT:

- ☐ 1. Amendments to the specification:
  - ☐ A. Amended paragraph(s) do not include markings.
  - ☐ B. New paragraph(s) should not be underlined.
  - ☐ C. Other \_\_\_\_\_.
- ☐ 2. Abstract:
  - ☐ A. Not presented on a separate sheet. 37 CFR 1.72.
  - ☐ B. Other \_\_\_\_\_.
- ☒ 3. Amendments to the drawings:
  - ☒ A. The drawings are not properly identified in the top margin as "Replacement Sheet," "New Sheet," or "Annotated Sheet" as required by 37 CFR 1.121(d).
  - ☐ B. The practice of submitting proposed drawing correction has been eliminated. Replacement drawings showing amended figures, without markings, in compliance with 37 CFR 1.84 are required.
  - ☐ C. Other \_\_\_\_\_.
- ☐ 4. Amendments to the claims:
  - ☐ A. A complete listing of all of the claims is not present.
  - ☐ B. The listing of claims does not include the text of all pending claims (including withdrawn claims)
  - ☐ C. Each claim has not been provided with the proper status identifier, and as such, the individual status of each claim cannot be identified. Note: the status of every claim must be indicated after its claim number by using one of the following status identifiers: (Original), (Currently amended), (Canceled), (Previously presented), (New), (Not entered), (Withdrawn) and (Withdrawn-currently amended).
  - ☐ D. The claims of this amendment paper have not been presented in ascending numerical order.
  - ☐ E. Other: \_\_\_\_\_.
- ☐ 5. Other (e.g., the amendment is unsigned or not signed in accordance with 37 CFR 1.4): For further explanation of the amendment format required by 37 CFR 1.121, see MPEP § 714.

TIME PERIODS FOR FILING A REPLY TO THIS NOTICE:

1. Applicant is given **no new time period** if the non-compliant amendment is an after-final amendment or an amendment filed after allowance, or a drawing submission (only) If applicant wishes to resubmit the non-compliant after-final amendment with corrections, the **entire corrected amendment** must be resubmitted.
2. Applicant is given **one month**, or thirty (30) days, whichever is longer, from the mail date of this notice to supply the correction, if the non-compliant amendment is one of the following: a preliminary amendment, a non-final amendment (including a submission for a request for continued examination (RCE) under 37 CFR 1.114), a supplemental amendment filed within a suspension period under 37 CFR 1.103(a) or (c), and an amendment filed in response to a Quayle action. If any of above boxes 1 to 4 are checked, the correction required is only the corrected section of the non-compliant amendment in compliance with 37 CFR 1.121.

**Extensions of time** are available under 37 CFR 1.136(a) only if the non-compliant amendment is a non-final amendment or an amendment filed in response to a *Quayle* action.

**Failure to timely respond** to this notice will result in:

**Abandonment** of the application if the non-compliant amendment is a non-final amendment or an amendment filed in response to a *Quayle* action; or

**Non-entry** of the amendment if the non-compliant amendment is a preliminary amendment or supplemental amendment.

Legal Instruments Examiner (LIE), if applicable Linda W. Badie

Telephone No: 571-272-7019